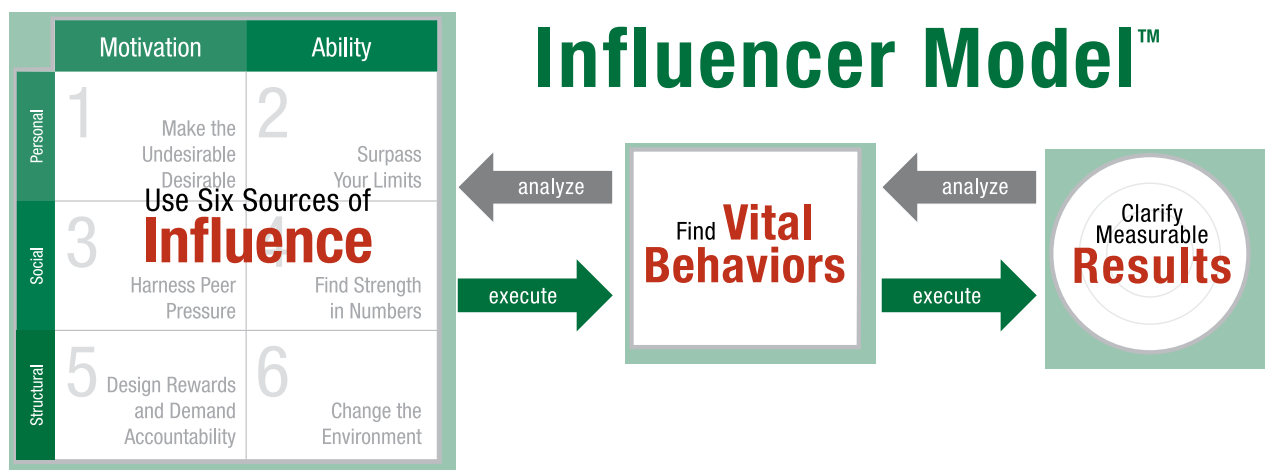


# ARE YOU INFLUENCING POSITIVE CHANGE?

## Be an Influencer and Execute Change Initiatives that Last



One of the most common mistakes people make in identifying the root of a problem is assuming there is only one cause. We also commonly assume there is only one solution.

Our extensive research reveals that people who employ four or more personal, social, or structural influence strategies are ten times more likely to achieve desired outcomes than those who use only one or two.

Influencer Training provides proven strategies for successfully uprooting entrenched habits, driving sustained improvement, and executing change initiatives. The training creates a powerful and portable model for changing behaviors—a model that anyone can learn and apply.

Be an Influencer and make profound and sustainable positive changes within your team or organization.

influencer

INFLUENCER™  
With VitalSmarts Presenter and Consultant



**INTRODUCTION**

- Learn why influence is one of the most powerful and important capacities you possess.
- Meet Influencers from across the world who have taken on massive change initiatives and have been enormously successful through effective behavior change.
- Learn the Influencer Model—a remarkable model for bringing about rapid and sustainable change.

**CLARIFY MEASURABLE RESULTS**

- Identify the results you want to achieve—outcomes that are specific and measurable, what you really want, and time bound.

**FIND VITAL BEHAVIORS**

- Identify a small number of high-leverage behaviors that, if enacted, will bring about the greatest amount of positive change.
- Identify crucial moments—the moments where enacting the right behavior will have an enormous effect on results.
- Study and utilize examples of positive deviance (instances when some people succeed where most others fail).

**DIAGNOSE WHY CHANGE SEEMS IMPOSSIBLE**

- Learn that persistent problems do not have one root cause, but multiple causes.
- Examine the Six Sources of Influence—important personal, social, and structural factors—to discover the most significant causes of the current problem.
- Completely diagnose the problem in order to prescribe the most effective and comprehensive solution.

**SOURCE 1: PERSONAL MOTIVATION**

- Make seemingly painful and undesirable behaviors painless and enjoyable.
- Help others and yourself consciously connect vital behaviors to values through personal and vicarious experiences.

**SOURCE 2: PERSONAL ABILITY**

- Invest in deliberate practice to significantly enhance personal ability.

**SOURCE 3: SOCIAL MOTIVATION**

- Harness the power of peer pressure in enacting desired behaviors.

**SOURCE 4: SOCIAL ABILITY**

- Use others to enable and empower positive and meaningful behavior change.

**SOURCE 5: STRUCTURAL MOTIVATION**

- Learn strategies for effectively using incentives—make incentives work for you by supporting, not undermining, desired behaviors.

**SOURCE 6: STRUCTURAL ABILITY**

- Utilize the power of your environment to make desired behaviors inevitable.

**BECOME AN INFLUENCER**

- After examining the Influencer Model, strategize how to put it to work on your challenge.

**WORKBOOK ACTIVITY**

- Apply the influence strategies to your own needs.
- Create a comprehensive influence strategy aimed at helping you and others change undesirable behaviors and enact the positive vital behaviors that bring about meaningful and lasting change.

**WHAT YOU WILL LEARN**

Skills taught in this training will help you to:

- Diagnose the web of causes behind any problem and create powerful strategies for driving change.
- Learn to diagnose the real causes behind problems and create real solutions.
- Successfully lead change initiatives.
- Transform corporate culture.
- Identify a handful of high-leverage behaviors that, if changed, will lead to desired results.
- Become empowered to solve problems within your team.
- Learn to influence across the organization with or without formal authority.
- Rely less on formal authority and more on ways to motivate and enable others to alter their behavior.
- Use the powerful Influencer Model to develop and apply a robust influence strategy to anything from small to large-scale cultural transformations.

**COURSE DETAILS**

Influencer Training is a 2-day course that uses a combination of live training, compelling videos, and highly useful tools.

Engage in extensive in-class practice, group participation, and personal planning as you learn and develop the strategies for resolving tough issues.

**WHO SHOULD ATTEND**

Influencer training is ideal for individuals, teams, and organizations looking to overcome profound, persistent, and resistant problems in their organization, team, or personal life.

The training provides individuals at any level of an organization with the skills to develop an effective and comprehensive influence strategy to overcome these problems.

Influencer™ provides proven strategies for successfully uprooting entrenched habits, driving sustained improvement, and executing change initiatives.



REGISTRATION

PROGRAM INFORMATION

DATE

August 2–3, 2010

TIME

9.00 am – 5.00 pm

FEE

- RM 1,980 per participant
- RM 1,650 per participant

For groups of 5 or more from the same organization

VENUE

FRANKLINCOVEY TRAINING CENTER  
Level 9, PJ Tower, Amcorp Trade Center  
18 Jalan Persiaran Barat  
46050 Petaling Jaya

HRDF CLAIMS ELIGIBILITY

Kindly (√) to indicate your claim eligibility (applicable to Malaysian participants only):

- HRDF: SBL scheme
- HRDF: SBL KHAS scheme

TERMS & CONDITIONS

- Please note that registration will only be confirmed upon payment.
- Registration made without payment are subject to our cancellation without prior notice. Payment to be made at least ONE month in advance to ensure your booking is confirmed.
- Please make cheques, marked A/C Payee Only, payable to : **Leadership Resources (Malaysia) Sdn Bhd.**
- There will be no refund for cancellation by participants less than 30 days before program date. We will however, on case-by-case basis, allow replacement to be made, upon communications of full details of the new participant.
- The organizer reserves the right to cancel the program due to unforeseen circumstances. In such event, the fee would be refunded in full.

ENQUIRIES & REGISTRATION

TEL 603.7955 1148 / 7957 6627

FAX 603.7955 2589 / 7958 6646

WEB [www.leadershipresources.my](http://www.leadershipresources.my)

COMPANY/ORGANIZATION DETAILS

Name of Company / Organization:

Address:

Name of Contact Person: Mr / Ms

Tel:

Fax:

Email:

PARTICIPANT DETAILS

1. Mr / Ms

Email:

Designation:

2. Mr / Ms

Email:

Designation:

3. Mr / Ms

Email:

Designation:

4. Mr / Ms

Email:

Designation:

5. Mr / Ms

Email:

Designation:

Total Number of Participants:

Approving Manager's Name:

Designation:

Signature & Company Stamp:

Date:

PAYMENT DETAILS

Cheque / Bank Draft No:

Amount: RM

Credit Card Details:  American Express  Visa\*  MasterCard\*

Expiry Date (MM/YY):

Card No:

AMEX ID No:

Name on Card:

\*Security Code 3 digits after Card No. at reverse :

Signature (For Credit Card Payment):

